

**KEY PURCHASING DETERMINANTS AND THEIR  
IMPACT ON BRAND EQUITY OF THE TOOTHPASTE  
MARKET IN SRI LANKA: AN EMPIRICAL STUDY**

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Degree of Master of Science

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University of Moratuwa

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Dissertation submitted in partial fulfillment of the requirements for the degree Master  
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## DECLARATION OF THE CANDIDAT AND SUPERVISOR

I declare that this is my own work and this dissertation does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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The above candidate has carried out research for the Masters Dissertation under my supervision.

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Prof. T. S. G. Peiris  
Professor in Applied Statistics  
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.....

Date:

## ABSTRACT

This study was carried out to determine the benefits of consumers seek from toothpaste and impact of key purchasing determinants on brand equity of the toothpaste market in Sri Lanka. The tooth paste industry in Sri Lanka is highly competitive. Marketing mix and many factors frequently create meaningful differences in a brand's performance. This study analyzed the factors that affecting to develop new products and proper advertisement campaign. Survey was conducted with a random sample size of 200 customers from the selected three key supermarkets in Colombo district during March in 2014. The sampling method was purposive random sampling. The data collected through a structured questionnaire were analyzed using factor analysis and 2-way frequency tables. Reliability of data were confirmed by Cronbach's Alpha test. Results found that three factors: (i) health conscious or health beneficiary, (ii) social beneficiary and (iii) specialized beneficiary impact the purchase of toothpaste. Furthermore, it was found that key purchasing determinants: prevent cavity, shiny teeth, strengthen gum, freshness of breath, strengthen of enamel and attractive teeth significantly influence ( $p < 0.05$ ) the brand equity of products. Furthermore, it was found that company image and price do not significantly influence the brand equity of products. The findings in this study has practical implications, especially for the decision makers of new product development and advertisement campaign development for toothpaste industry to maximize benefits from investments. The study also revealed that when introducing new products to toothpaste industry it needs to be more focused on oral hygiene habits of people.

**Keywords:** Factor Analysis, Key Purchasing Determinants, Marketing Mix, Oral Hygiene, Toothpaste industry.

## **DEDICATION**

This thesis is dedicated to my beloved parents and my loving wife who never failed to aid me with the financial and moral support when required instilling the importance of hard work and higher studies and teaching me that the best kind of knowledge to have is that which is learned for its own sake.

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M.W.M. Wasantha Wijesinghe

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## LIST OF ABBREVIATIONS

<b>Abbreviation</b>	<b>Description</b>
KPD	Key Purchasing Determinants
AMA	American Marketing Association
FMCG	Fast Moving Consumer Goods
SWOT	Strengths, Weaknesses, Opportunities & Threats
KMO	Kaiser-Meyer-Olkin
FA	Factor Analysis
PCA	Principle Component Analysis
EFA	Exploratory Factor Analysis
CFA	Confirmatory Factor Analysis
PCF	Principle Component Factor
ME	Marketing Environment

## **LIST OF APPENDICES**

Appendix 1: Letter to Customer

Appendix 2: Questionnaire Survey